

Editorial Members.....



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NGOBOX BOSCH Smile Train India CSR Summit 2020 CSRBOX IBM

08th-09th December 2020

Industry-Academia Collaborations Aligning with the New Education Policy 2020 through CSR

Session Chair:
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Senior Vice President & Country Head - HR, Bosch Ltd.

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Vice-Chancellor
ICFAI University, Jharkhand

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Director East and Northeast India,
British Council India

Highlights: In the Current Issue

- Competitive Exam Calendar
- In Campus Placement Opportunity
- Off Campus Placement Opportunity
- Job Opportunities in Government/Public Sector
- Job Market News/ Updates
- Expert Opinion/ Industry Overview
- Campus Activities

Previous issues of *i-Nowkri* can be viewed at
<https://www.iujharkhand.edu.in/i-Nowkri/i-Nowkri-Dec-2020-Issue-03.pdf>

Higher Studies: Competitive Exam Calendar

In Campus Placement.....

- Extramarks
<https://www.extramarks.com>
Selection Process
- Group discussion
- HR Round
Job Title- BDE

Education Requirement - BCA, BBA, B.Com, B.Tech
MCA, MBA
Location- Jharkhand

- ESAF
<https://www.esafbank.com/>
Selection Process
- online
- Technical (Interview) Round
- HR Round

Job Title – Executive trainee
Education Requirement - MBA
Location- Jharkhand

- Buju's
<https://byjus.com>
Selection Process
- Online Test
- HR Round
Job Title –BDE

Education Requirement -
MBA/BCA/B.Com, BBA, B.Tech
Location- Jharkhand

- ✚ Management Aptitude Test (MAT) is conducted four times every year i.e. February, May, September and December. It is a national level examination which is conducted for providing admission in MBA and PGDM programs.

Starting date of application form: 4th January 2021

Last date to submit application : 14th February 2021

<https://mat.aima.in/feb21/>

- ✚ Common Law Admission Test (CLAT) is a national level law admission test. It is conducted every year by the Consortium of National Law University (NLU's). Through this examination, admission will be offered into UG and PG law programmes. Students qualifying this exam get admission in various government and private law colleges.

Starting date of application form: 1st January 2021

Last date to submit application: 31st March 2021

<https://consortiumofnlus.ac.in/>

- ✚ NDA is organised by UPSC (Union Public Service Commission). It is a national level entrance exam which is held every year. Through NDA exam, the qualified candidates will become eligible for selection into training academies of Indian Navy, Indian Military and Air Force. After clearing the written test, candidates will also go through SSB Interview round.

Starting date of application form: 30th December 2020

Last date to submit application: 19th January 2021

upsc.gov.in

Off Campus Placement Opportunities

Volkswagen

Job Profile: Various profile
Eligibility: B.Tech, MBA, MCA
Job Location: Pan India
Website : volkswagen.com

Amdocs

Positions: Various Positions
Job Location: Pan India
Qualification: B.Tech,BBA,B.Com,BCA,MBA
Website www.amdocs.com

General Electric

Positions: Various Position
Job Location: Pan India
Qualification: Any Graduate
Website: www.ge.com

Honeywell

Positions: Various Position
Job Location: Pan India
Qualification: Any Graduate, MBA,MCA
Website: honeywell.com

Nifty Window

Positions: Various Position
Job Location: Pan India
Qualification: Any Graduate, Any Post Graduate
Website: www.niftywindow.com

Paytm

Positions: Various Position
Job Location: Pan India
Qualification: B.Com,BBA,MBA,MCA
Website: paytm.com

Microsoft

Positions: Various Position
Job Location: Pan India
Qualification: B.Teck,MBA,MCA
Website: www.microsoft.com

Frugality

Luxury is buying what you want, not what you think you should have.



Warren Buffett purchased a five-bedroom house for \$31,500 in 1958 in Omaha, Nebraska, where he still lives. His net worth is **92 Billion**.

India's resilient start-up ecosystem

As India moves towards becoming a digital economy, the technology start-up ecosystem continues to witness significant growth trajectory on the back of rapid digitalisation and tech adoption. A Nascom and Zinnov report says, over 1,600 tech start-ups were added to the ecosystem last year, with a record number of 12 new unicorns – the highest ever added in a single calendar year. The start-up base is witnessing steady growth at 8-10 per cent YoY, according to the report titled Indian Tech Start-up Ecosystem – On the March to Trillion Dollar Digital Economy. Indian start-ups not only managed to stay afloat amid uncertainties and rapid experimentations after the pandemic outbreak, but also strategically strengthened their playbook by converting the crisis into opportunity. Depending on headwinds, 2021 promises to be a positive year for tech start-ups, marching steadily towards a trillion-dollar digital economy goal.



HOW THE START-UP ECOSYSTEM FARED IN 2020

	2019	2020		2020, funding up 90% over H1 2020
Number of start-ups	9,200-10,500	11,000-12,500		➤ 2,100 start-ups leveraged deep-tech up from 1,600 in CY19
New start-ups	2,500	1,600		➤ Record 12 unicorns added in 2020, highest ever in a CY
Unicorns	26	38		➤ Potential unicorn pipeline stays strong with 1.5X growth
Total funding	\$6.6 bn	\$3.5 bn		➤ Investor sentiment recovered with H2
Potential unicorns	38	55		

SECTORS COMING OF AGE

HEALTHTECH 2.2x growth in online consultations	EDTECH 1.9x growth in online users	ENTERPRISE 58% unicorns from B2B tech start-ups	AGRITECH 2.5x growth in online retail share
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CONVERTING CRISIS INTO OPPORTUNITY

30-35% start-ups are offering remote roles	28-30% start-ups targeting overseas market
50-55% founders believe profitability to be given weightage alongside valuation	66% founders exploring partnerships with adjacent businesses post Covid-19 outbreak
40-45% diversified products to be given weightage alongside valuation	

CORE GROWTH DRIVERS FOR 2020

Digital acceleration shift to SaaS-based solutions and moving from offline to online	Vocal-for-local provided market support for start-ups to thrive	Remote work enabled start-ups to reduce burn whilst accelerating growth of new start-up hubs
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SOURCE: NASCOM-ZINNOV REPORT

COMPILED BY SAMREEN AHMAD



Job Opportunities in Government/Public Sector

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- **The SSC CGLE Recruitment 2021 for Graduate Degree holders for filling more than 6506+ vacancies Opening. The Staff Selection Commission (SSC) will hold Combined Graduate Level Examination, 2020 for filling up of various Group 'B' and Group 'C' posts in different Ministries/ Departments/ Organizations.**
Eligibility: B.Com, BBA, BCA, MBA
 - **Application last date: 31st January 2021**
 - **<https://ssc.nic.in/Portal/Apply>**
- Airports Authority of India (AAI), Regional Headquarters, Western Region invites applications from the eligible and willing ITI, Diploma and Degree holders for engagement of ITI Trade Apprentices and Graduate / Diploma Apprentices under Apprentices Act, 1961.
Eligibility: B.Tech, Diploma
Application last date: 24th January 2021
www.mhrdnats.gov.in
- ECGC Limited (A Government of India Enterprise), Mumbai invites online applications for recruitment of Probationary Officers (PO) for fill up 59 vacancies for its Registered Office in Mumbai and Branches across India.
Eligibility – B.Tech, MBA, BBA, B.Com, BCA
➤ Last date of application: 31st January 2021
ww.ecgc.in/career-with-ecgc/
- Bhabha Atomic Research Centre (BARC) requires both fresher and experienced Indian Citizens, who have qualified minimum 10+2, Matriculation, ITI, Diploma, Graduates and Post Graduate apply for different level of positions such as Stipendiary Trainees, Research posts, Officers and Manager level positions.
➤ Last date of application: 31st January 2021
 - **Eligibility – Diploma**
recruit.barc.gov.in
- Power Finance Corporation Limited (PFC) New Delhi invites online applications for recruitment of Project Coordinators / Consultant on contractual basis for implementation of integrated power development scheme (a Priority scheme of Government of India).
➤ Last date of application: 18th January 2021
 - Eligibility – B.Tech, MCA
 - www.pfcindia.com

12 things to always remember.

1. The past can't be changed.
2. Opinions don't define your reality.
3. Everyone's journey is different.
4. Judgements are not about you.
5. Overthinking will lead to sadness.
6. Happiness is found within.
7. Your thoughts affect your mood.
8. Smiles are contagious.
9. Kindness is free.
10. It's okay to let go and move on.
11. What goes around, comes around.
12. Things always get better with time.

'Job Market News/ Updates'

India is on Track to Add More than 50 Unicorns This Year, Says Report

NASSCOM-ZINNOV REPORT Country adds 12 unicorns, 1,600+ tech startups even in a pandemic year

Our Bureau

Mumbai | Bengaluru: India added a record 12 unicorns – the highest ever in a single year – and more than 1,600 tech startups overall in 2020 despite the adverse economic impact of the Covid-19 pandemic, a new report showed.

Deep-tech startups and new startup hubs are expected to grow at 40-45% this year, from the 8-10% expansion seen last year, the joint report by IT industry lobby group Nasscom and technology consultancy Zinnov showed.

While the investments in 2020 were significantly lower than in 2019, recovery in deal pace and investments are expected to return to 2019 levels, and may even exceed in 2021, according to the report – Indian Tech Start-up Ecosystem – On the March to Trillion Dollar Digital Economy.

The bounce back comes after a grim first quarter for Indian tech startups last year.

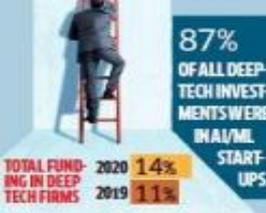
According to the report, 70% of tech startups had less than three months of runway left, and close to 40% had halted operations. The re-

Stepping up

REPORT SAYS...

- India is on track to have more than 50 unicorns in 2021
- M&As and public listing pipelines are expected to accelerate this year

19% of tech startups also used deep-tech solutions to build product competencies in 2020



covery was driven by digital maturity, a shift to Software as a Service-based solutions, and government initiatives such as Vocal for Local and Atmanirbhar Bharat.

In terms of total number of unicorns – companies with valuations of over \$1 billion – India is on track to have more than 50 such in 2021, it said, adding that mergers and acquisitions as well as public listing pipelines are expected to accelerate this year.

Seed-stage investments recovered at a good pace as investor activity at lower ticket sizes increased

In 2020. As a result, there was increased interest from venture capital firms (VCs) and funding agencies to invest in deep-tech startups, the report said.

Up to 14% of total investments in 2020 were in deep-tech startups, from 11% in 2019. Further, 87% of all deep-tech investments were in AI/ML startups.

The way in which startups embraced the remote work culture and accelerated the pace of global expansion contributed to the improvement, according to Debjay Ghosh, president of industry body Nasscom, and Parit Nataraja CEO of Zinnov.

"I think the change we started seeing is that more and more founders today are thinking of global expansion from Day One. So, it build local but for the global market, which is a great thing to happen," Ghosh said. There will be massive innovation in the supply chain and logistics owing to the impending vaccine rollouts across the world, she added.

Despite a lower number of total startup deals in 2020, seed-stage investments recovered at a good pace as investor activity at lower ticket sizes increased, according to the report. Seed-stage funding in 2020 recovered to more than 90% of 2019 levels. Early and late-stage investments are also recovering steadily, it noted. Close to 55 potential unicorns, with total funding of over \$50 million, are in the pipeline, the report said, which will drive growth stage funding in 2021.

IT Cos Hired 80k Hands in Last Two Months of 2020

ON THE ROLLS Top five Indian tech firms creating a bench of highly-skilled staff: Han Digital CEO



Ayan.Framank@timesgroup.com

Bengaluru: The IT services industry hired about 82,000 people across India in the last two months of 2020, on a robust demand from tech services companies and captive centres of global firms, hiring agencies said.

"The combined recruitment by technology services companies, captive centres and business process management (BPM) companies came on the back of a 30% increase in hiring in December alone compared to the year-ago period, according to Han Digital, an IT-BPM recruitment research firm. During the November-December period in 2020, the industry hired 75,000 people.

This number, however, does not reflect net new job creation by the sector.

"Usually IT-BPM sector's onboarding number is relatively lesser in December. However, December onboarding was 10% higher than hiring in 2019. However, the November numbers are almost equal to 2019," Saran Balasundaram, founder and chief executive officer of Han Digital told ET.

Most of those recruited were for technology roles such as Custom Application Development, Digital Engineering, Product Engineering, Infrastructure Support and BPM.

Han Digital expects the industry to undertake a minimum recruitment (job changes) of 100,000 given anticipated higher attrition of between 15% and 18% this year.

Analysts said hiring of freshers also witnessed a

surge during the last two months, unlike in previous years.

Balasundaram pointed out that one of the top five Indian IT firms is creating a bench of highly skilled employees, due to increased competition and demand for new digital technology-led projects.

The IT-BPM industry will end the ongoing financial year with a significant net employee addition despite the impact of the outbreak on businesses, said Sampada Gupta, chief strategy officer of industry body Nasscom.

"The hiring activity picked up during the last two months and onboarding started for freshers too," said Gupta.

Typically, IT services companies recruit most freshers during the January-March period and the first quarter of the fiscal year.

"Karanil Kumar, co-founder of specialist staffing agency Xphoria, said hiring growth in December rose sharply compared to the previous year.

"Some of the captive centres in the financial services and banking space added nearly 2,000 people each last year despite the pandemic. We might see further rise in overall hiring in January," Kumar said.

Usually, IT-BPM sector's onboarding number is relatively lesser in December. However, December onboarding was 10% higher than hiring in 2019. At the same time, November numbers are almost equal to 2019

SARAN BALASUNDARAM CEO, Han Digital

Emerging AI startups to look at in 2021

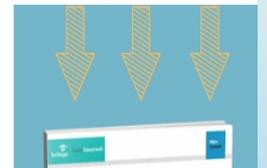
AI startups in the legal, MLOps, NLP and data training markets make this year's list of emerging AI vendors to look out for.

By Mark Labbe, News Writer

Published: 17 Dec 2020

As AI development accelerates into 2021, AI startups around the world number in the hundreds, if not thousands. As AI grows quickly, startups are adding advanced technologies into their products and services.

New and existing law firms, financial institutions, retailers, technology vendors and manufacturers -- nearly all larger enterprises in most industries are using or selling some form of AI, whether it is natural language processing (NLP), machine learning, deep



Link for Full article:

<https://searchenterpriseai.techtarget.com/feature/Emerging-AI-startups-to-look-at-in-2021>

Top skills needed by employers in Modern workplace



Expert Opinion

Author: Zubair Iqbal

Director, MD/CEO Designate, J&K Bank
Former, Senior Vice President, HDFC Bank



I congratulate all the outgoing students for successfully completing the degree. While you will be happy on one hand for completing the desired degree but at the same time you must be worried and thinking about how to get the most out of your program. My advice would be to go beyond the career exploration offered through recruiting. Increase your equity, exploit your strengths, keep a definite goal in mind and pursue that goal rather than accepting whatever comes your way. I am sure each one must be having a dream longing to come true. Yet sometimes somethings hold you back...perhaps it is indecisiveness or the fear of unknown or lack of self belief. You need to come out of your comfort zones and take risks. You should remember that you will not accomplish great things or live your dreams unless you take risks and move into an unknown territory. The key to success is to conquer your fear first. Stay out of your own way, Think Big, Dream Big and you will definitely achieve Big. If you will really believe in yourself, you will most of the times surprise yourself. Nothing is impossible in this world. Almost everything we enjoy today, be it a smart phone, MacBook, TV and many more digital revolutions was impossible yesterday. So think, What transforms an impossibility into a possibility, a possibility into a probability, and a probability into a fact? Having a long-term career goal makes it easier to determine what to pursue. Many new and exciting job opportunities will come your way. By taking the time up front to thoughtfully identify your long-term career aspirations, you can focus your efforts on the short-term career opportunities that matter and increase your chances of securing your ideal internship or full-time job. In present day fast changing world, we need to act very fast and move with the changing and dynamic situations. This is my mind demands adaptability. The way we do our work has been changing and will change in future. We have to be comfortable with the new norm of constant change. While, it may look daunting for some but I have been and will remain eternal optimist. I believe that there is so much potential inside each one of you and channelize same in the right way, you will make your journey to success smooth, easier and comfortable. So it is just a matter of committing to it and doing it and as I said earlier also, most of the times you will surprise yourself.

Morris West, internationally renowned playwright and novelist said, "If you spend whole life inside waiting for the storms, you will never enjoy the sunshine." No one reaches the top without daring. I also believe that "Winning is a Habit" and Play to Win!!! My Good Wishes to all of You for your future endeavors in life.

Industry Overview

E-commerce Industry

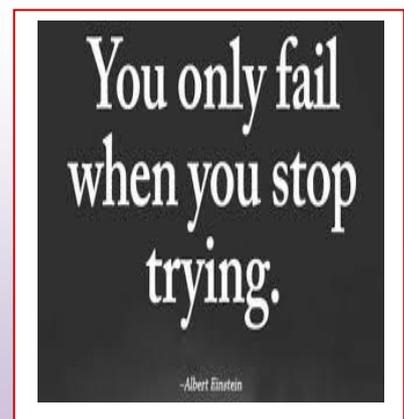
E-commerce has transformed the way business is done in India. The Indian E-commerce market is expected to grow to US\$ 200 billion by 2026 from US\$ 38.5 billion as of 2019. Much of the growth for the industry has been triggered by an increase in internet and smart phone penetration. As of year 2020, the number of internet connections in India significantly increased to ~760 million, driven by the 'Digital India' programme. Out of the total internet connections, ~61% connections were in urban areas, of which 97% connections were wireless.

Propelled by rising smart phone penetration, launch of 4G network and increasing consumer wealth, the Indian E-commerce market is expected to grow to US\$ 200 billion by 2026 from US\$ 38.5 billion in 2017. Online retail sales in India is expected to grow 31% to touch US\$ 32.70 billion in 2018, led by Flipkart, Amazon India and Paytm Mall. Smartphone shipments in India increased by ~8% y-o-y to reach 50.0 million units in the first quarter of 2020, driven by positive shipments of all smart phone vendors in the market. Samsung led the Indian smart phone market with 24% shipping share, followed by Xiaomi at 23%.

Some of the major developments in the Indian e-commerce sector are as follows:

- In November 2020, Amazon India announced collaboration with Hindustan Petroleum Corporation Limited. Under this partnership, customers will be able to book and pay for their LPG cylinders until the delivery.
- In November 2020, Reliance Retail Ventures Ltd. (RRVL), a subsidiary of Reliance Industries (RIL), acquired a minority stake of Urban Ladder Home Decor Solutions Pvt. Ltd. for Rs. 182.12 crore (US\$ 24.67 million).
- In November 2020, Flipkart acquired Scapic, an Augmented Reality (AR) firm, to boost user experience.
- In October 2020, Flipkart acquired a 140-acre land at Rs. 432 crore (US\$ 58.87 million) to establish their largest fulfilling centre in Asia, in Manesar, Gurgaon, in a bid to scale their fulfilment infrastructure to cater to increased demand post COVID-19.
- In October 2020, Amazon India invested over Rs. 700 crore (US\$ 95.40 million) into its payment unit, Amazon Pay.

The E-commerce industry has been directly impacting micro, small & medium enterprises (MSME) in India by providing means of financing, technology and training and has a favourable cascading effect on other industries as well. Indian E-commerce industry has been on an upward growth trajectory and is expected to surpass the US to become the second largest E-commerce market in the world by 2034. Technology enabled innovations like digital payments, hyper-local logistics, analytics driven customer engagement and digital advertisements will likely support the growth in the sector. The growth in E-commerce sector will also boost employment, increase revenues from export, increase tax collection by ex-chequers, and provide better products and services to customers in the long-term. Rise in smartphone usage is expected to rise 84% to reach 859 million by 2022.



Campus Activities

Campus placement

Extramarks

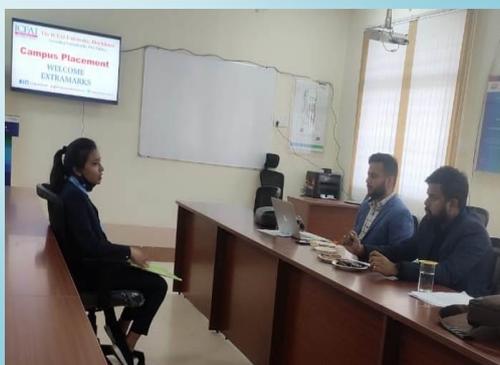
About the organization- Extramarks Education is an education technology company, that sells online and offline schooling and curricula. It was founded in 2009, and headquartered in Noida, India.

Selection Process:

- Group discussion
- HR Round

Job Title- Business Development Executive
Location-Ranchi

<https://www.extramarks.com>



The ICFAI University, Jharkhand **ICFAI**
Grooming Professionals. With Values **UNIVERSITY**
JHARKHAND

Congratulations!



Aniket Kumar Sinha
BBA (2018-21)



Nitish Kumar Azad
MCA (2019-21)



Aryan Bharadwaj
BCOM (2018-21)

for being placed at



As

Business Development Executive

About i-Nowkri

“A Step towards Career Design and Job Placement Support”

Amid an increasingly demanding economic and business climate, job placement support has become an important duty for universities. ICFAI University, Jharkhand makes efforts toward career design and job placement support from the early stages of students' education, based on a clear understanding of the types of job candidates who are sought by employers, and who are in step with times. The university provides students with the information needed in the search for employment, internship opportunities including company profiles, job listings all of which can be used for researching prospective employers, ready to move ahead professionally.....

About ICFAI University Jharkhand

ICFAI University, Jharkhand is part of the ICFAI Group, known for its quality of education and ethics. The University was established as per the Jharkhand Government Act and the University is empowered to award degrees, as per Sec 22 of UGC Act, 1956. The University is committed to develop a new cadre of professionals, with a high level of competence and deep sense of ethics and commitment to the code of professional conduct. The ICFAI University, Jharkhand has undertaken the challenge of moulding students with different backgrounds by providing them Quality Higher Education, which includes not only sound knowledge of the subject but also hands-on professional skills and soft skills, so as to make them not merely employable but successful in their careers. At the same time, Job Market, particularly for fresh graduates has been undergoing a paradigm shift, in terms of the profiles of the Recruiting Companies as well as the Roles. It is in this context that the University felt the need to communicate to the students on a continuous basis, the changing trends in the Job Market and prepare the students accordingly. i-Nowkri News Letter is intended to fulfill the need by way of sharing the Job Market trends, Information on Campus Placements as well as Off-Campus placement opportunities (both in Private and Government Sectors) and advice to the students on how to prepare themselves to face the entire selection process. Besides, it serves as a communication channel for experience sharing by the students that successfully cracked the placement interviews.